

# Shaw Business – Broadsoft SIP Overview

Integrated Telecom Solution Sourcing Inc.

September 2018



Shaw) Business

# SIP Trunking | Overview

- Shaw Business launched SIP Trunking over Broadworks—a Broadsoft platform (Sept 2018)
- The new SIP Trunking product will allow customer to access SmartVoice features not previously accessible
- SIP Trunking will be available to Coax, Fibre, and EPON customers

# SIP Trunking | Technology Advancements

## Integrated network

### Broadsoft core

New SIP Trunking customers will be deployed using Broadworks core

Common network which supports SmartVoice; features can be integrated between SIP and SmartVoice

Development activities focused on Broadworks (Broadsoft) platform

## Over The Top (OTT)

### Internet access

Architected to work over Internet connections

Reduce operational costs and complexity for deployment

Converged voice and data services

Secure, robust and scalable connections

## Enhanced features

### New Features

New features will be unlocked on this platform

Bursting; integral component to help customers manage peak capacity

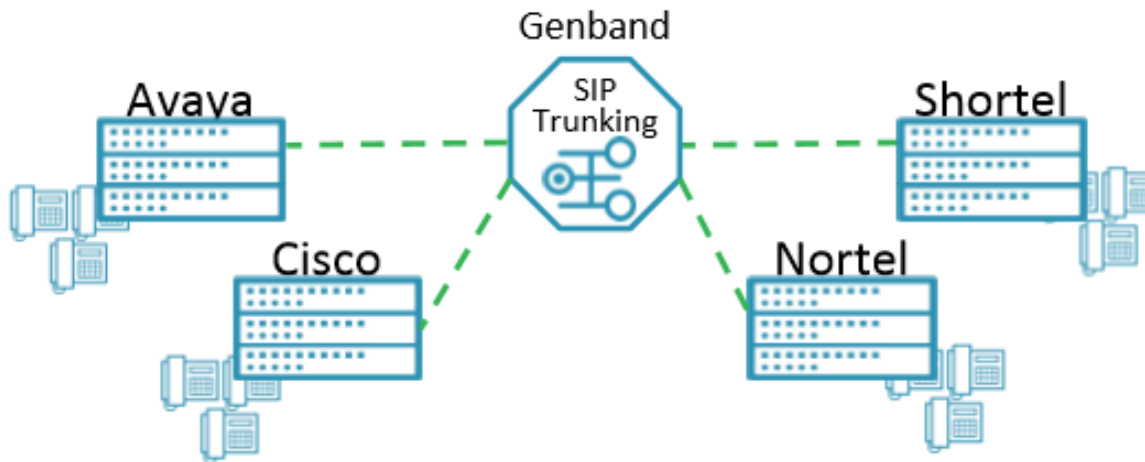
Multiple rate centers;

Can be assigned to a single SIP trunk (Calgary customer can have Vancouver DID's)

Common Features with

SmartVoice; Auto Attendant, UC clients, call queuing and more

# Current State: Genband SIP Solution

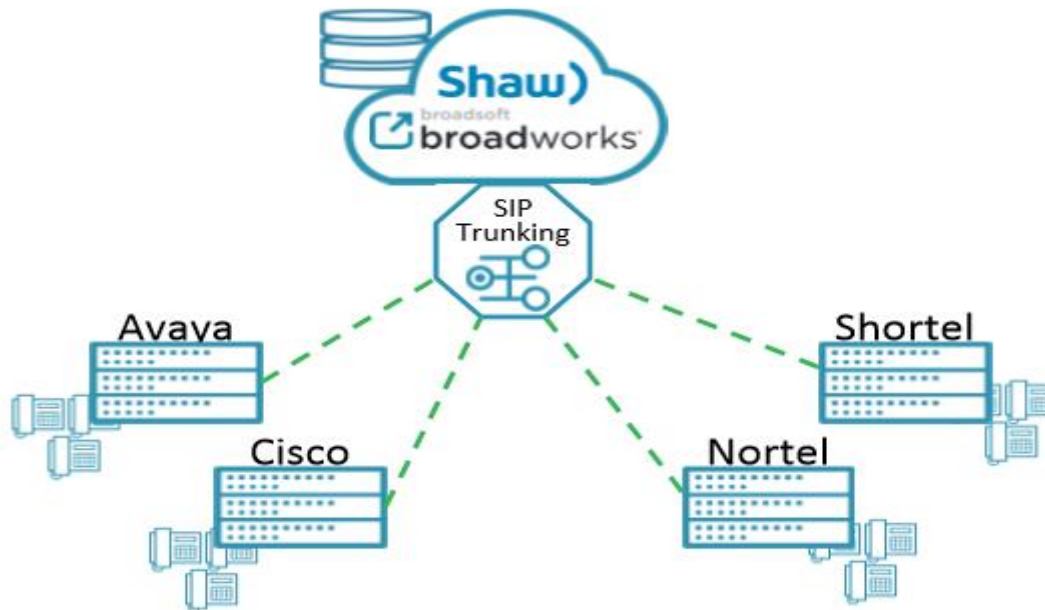


Genband is Shaw's current SIP trunking partner with a basic solution that lacks enhanced features and is **only extended over MPLS**.

Furthermore, Genband cannot be linked to SmartVoice or offer a unified platform for all next generation voice services.

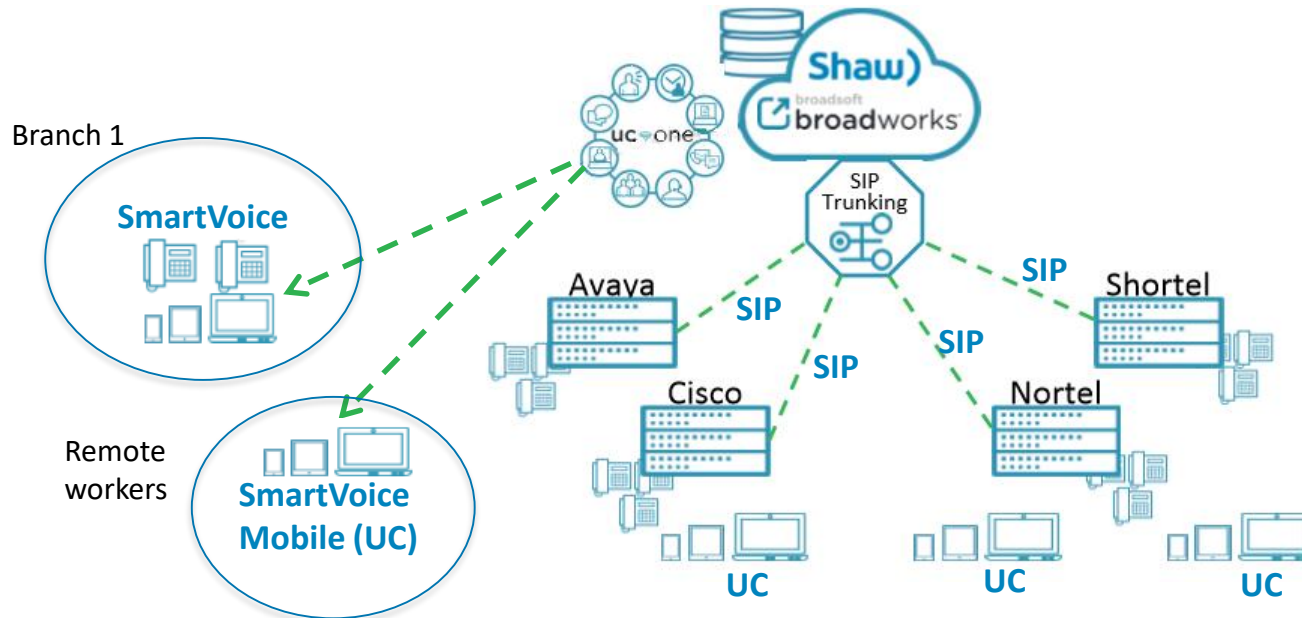
# Future State: Broadworks SIP Solution

Single Strategic Partner for all Next Generation Voice Services



The Broadworks offers a **true over the internet solution** offers that provides a unified platform with SmartVoice, common systems management, and enterprise trunking features such as capacity management, Multisite pooling, bursting and redundancy.

# Future State: Broadworks SIP Solution + SmartVoice



- OTT feature functionality to customer PBX
- SmartVoice UC functionality to customer with existing PBX
- Integrate new SmartVoice sites into existing customer telephony network

# SIP Trunking | What's New : Commercial model

## Per Session Pricing

- Offer so customers subscribe to the number of lines their business needs
- Competitive pricing addressing both established SIP players as well as new OTT SIP entrants

## SIP Trunking over Shaw Internet

- Deployed over Shaw's robust internet network, yet keeping a level

## Straightforward Interoperability

- Over 40 pre tested list of IP-PBX systems
- Simplified Interop process for additional IP-PBX systems

## Next Generation Feature Set

- SmartVoice features available : Collaborative clients (Desktop and Mobile), Auto Attendant, call queueing and more
- Unified platform with SmartVoice for site integration

# SIP Trunking | Common features with SmartVoice

## Auto Attendant

The Auto Attendant serves as an automated receptionist that answers the phone and provides a personalized message to callers with options for connecting to different destinations.

## SmartVoice Collaboration Tools

Shaw's mobile clients can be assigned on a per session bases and provide employees the ability to call or instant message each other when on a mobile devices/desktop or in remote locations. Leverage Shaw's meet me conferencing to provide a robust and reservation-less conference solution.

## Call Queuing

The Call Queuing service allows processing of a high volume of calls to a single phone number by queuing and distributing the incoming calls to users according a selected call distribution policy.

## Hunt Groups

The Hunt Group service allows for the processing of a high volume of calls to a single phone number by distributing the incoming calls to multiple users. Shaw's SIP trunking hunt group will allow outside lines to be part of the customers network.



# Thank you

For further Information  
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Or call 1-855-558-4877, ext 4636



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